

Board of Directors Meeting Minutes

Chamber Boardroom

April 20, 2022 - 9:00 am

Attendees: Rachel Beckerman, Woody Brownson, Kristen Call, Tracy Conner, Kenny Generette, Jessica Greene, Alex Husner, , Billy McGonigal, Patrick Norton, John Rutenberg, Alberto Semidei, Carla Schuessler, Todd Setzer, Chris Shroff, Samantha Slapnik, Eileen Soisson, Amy Stevens, Ryan Swaim, Alicia Thompson, Heidi Vukov

Absent: Pablo Chavez, Theresa Koren, Ross Martin, Seth McCoy

Guests:

Staff: Karen Riordan, Diana Green, Cindy Gettig, Jimmy Gray, Randy McKeel, Diane Charno, Rebecca Edgar

CALL TO ORDER / APPROVAL OF MINUTES

Alex Husner, Chair, called the meeting to order at 9:05 a.m. Dr. Michael Benson, CCU President, was welcomed as a new member of the Board of Directors.

The March 23, 2022, meeting minutes were reviewed. Upon a motion made by Alberto Semidei and seconded by Amy Stevens, the March 23, 2022, minutes were approved as presented upon a unanimous vote.

PRESENTATIONS

The new Myrtle beach Area Chamber of Commerce and CVB Membership Model was presented. Beginning in 2023, the structure will combine chamber and CVB memberships with one dues payment for both. The new model will make membership more accessible to a wider variety of smaller businesses. The new Amplified Marketing Program will start with a base price with separate a la carte options based upon individual needs.

Upon a motion made by Chris Shroff and seconded by Ryan Swaim, the new Chamber Membership+ program was approved for implementation beginning 2023. The motion passed upon a unanimous vote.

DIVISION REPORTS

Diversity, Equity & Inclusion

Eileen Soisson encouraged the board to invite their staff to attend the upcoming EVOLVE session on June 16. A women's conference is in the planning process and scheduled for

October 13th. Eileen Soisson and Dr. Jessica Greene, along with Alex Husner, are participating in the committee to select a Director of DEI, based on candidate recommendations of SearchWide Global.

Legislative Advocacy

Ryan Swaim reported that the Advocacy Council hosted Susan Cohen, SCRLA Director, at the April 4 meeting. The discussion included tort reform, short term rentals, restaurant revitalization, workforce issues and legislative session topics.

Community Engagement

Patrick Norton reported that the Engagement Committee will be developing 2022-2023 goals for committee focus. The group is working with the city on downtown redevelopment efforts and support from MB City Council. The grassroots education campaign will continue to inform residents of the benefits of tourism and community pride. Upcoming Keep Myrtle Beach Beautiful events will take place at Withers Swash, Broadway Street and Horry County Waste Authority.

Investor Relations

Alberto Semidei presented a list of 17 new investors. Kenny Generette made a motion to approve the new members as presented. Seconded by Todd Setzer, all new members were approved upon a unanimous vote by the Board.

Business Development events include a job fair in conjunction with Horry County Schools and a Supporting the Arts reception in the Chamber lobby. Bank of America will sponsor the CEO roundtable events with 2 sessions scheduled on the topics of workforce development and recruitment.

Finance

John Rutenberg, Finance Review Committee Chair, reviewed the Balance Sheet and Statement of Activities for the period ending March 31, 2022. Total expenses are under budget by \$4M and revenue are ahead \$1.2 M with \$37.2M in the bank.

Marketing Council

Woody Brownson reported that the Marketing Council received an update from KeyData and the marketing department on all current campaigns. The National Travel and Tourism Week Update and Celebration is scheduled for May 5th.

CEO REPORT

Karen Riordan reported that the Chamber has submitted a letter in support of Lutheran Services Carolinas' application to the Bureau of Population, Refugees and Migration to open a Reception and Placement program in Myrtle Beach. Lutheran Services Carolinas has a long history of providing integration services to refugees, immigrants and to the residents of South Carolina. The advocacy team continues to make calls and visits to SC House and Senate lawmakers for I-73 support.

Ms. Riordan and Jimmy Gray traveled to DC for US Travel meetings. They met with several leaders to advocate for tourism and other needs affecting the Grand Strand. Ms. Riordan addressed the US Travel DEI panel where we learned that the Myrtle Beach Area Chamber of Commerce and CVB was the first US Chamber to undergo a DEI organizational assessment. The MBACC is a finalist for the 2022 Chamber of the Year. Ms. Riordan thanked Cindy Gettig, VP of Business Development, and the business development team for their continued hard work.

The Annual Meeting is scheduled for April 21st.

Karen Riordan presented the Amended and Restated Bylaws of the Myrtle Beach Area Chamber of Commerce dated April 14, 2022, which included revisions to the following sections after discussions in the March 23, 2022 meeting:

Article VI

Section 5. Restrictions from Board Service

Section 12. Vacancies

Section 17. Relinquishment of Position Upon Qualification as a Candidate for Public Office

Section 18. Assumption of Office

Article IX, Section 1. Composition

Upon a motion made by Chris Shroff and seconded by Alberto Semidei, the Amended and Restated Bylaws of the Myrtle Beach Area Chamber of Commerce dated April 14, 2022, were approved as presented.

ADJOURN

The meeting adjourned at 10:15 am upon a unanimous vote.